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Honduras

Livestock and Products

Domestic Pork Industry Strikes at Increasing Pork Imports 2001

Approved by:

Frank Coolidge, AgCounselor

U.S. Embassy

Prepared by:

Daniel Orellana, Marketing Specialist and Tania David Admin. Assistant

Report Highlights:

The president of the Pork Producers Association is warning the Honduran people not to consume imported pork, since it may be unhealthy.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Guatemala [GT1], HO

I. MARKET OVERVIEW

Honduras has been a sizable market for U.S. pork for many years. In the last five years, it has been listed on U.S. Meat Export Federation's Leading Markets for U.S. Pork Exports as a consistent top 10 market. In 1999 U.S. pork exports to Honduras were over \$5.4 million, in 2000 they exceeded \$6.3 million and through September of 2001, U.S. pork exports were valued at \$4.7 million. This year will probably surpass the 2000 exports, since the demand during the Christmas season is much higher than the rest of the year.

But all this trade success has not gone unnoticed by the Honduran Pork Producers Association, who say they have the ability to supply up two-thirds of the domestic demand. They estimated in 2000 the local demand was about 6000 MT, of which they supplied about 3900 MT and the rest was imported from the U.S. and Canada. The U.S. pork industry accounted provided to Honduras about 1700 MT in 2000, leaving Canada a minority share of only 400 MT. This year the local producers expect to sell the same amount, however, U.S. exports are on 3000 MT annual pace. It seems that local production and low-priced frozen pork imports are jockeying for the majority share of the Honduran market.

It is apparent that the continued growth of U.S. market share during the last few years, especially the huge growth this year, has upset local producers. Now they have turned to discrediting U.S. pork in order to recapture some of the lost market.

II. ARTICLE

On Tuesday November 20, 2001, an article appeared in the Honduran newspaper "El Tiempo", in which U.S. pork was verbally attacked by the local Pork Producers Association. Below is a translation of the article:

**Title: Careful with imported pork meat, asks the ANAPOH
(Honduran pork producers association)**

SAN PEDRO SULA, Honduras.

The president of the Honduran pork producers association, Mr. Carlos Edgardo Leiva, asked the Honduran people to be careful in consuming imported pork meat because it may carry exotic diseases even when frozen a couple of weeks before imported.

Many times the Government loosens its sanitary measurements. For example in this moment we already have containers parked on the sides of some streets selling pork meat, said Leiva.

The Honduran pork producers, produces 65% of the country's demand, this is equivalent to 13 million pounds a year, processed at municipal slaughters or at deli plants. For the Christmas season, Leiva guaranteed that the price of pork will not rise, since they have prepared themselves in advance to satisfy the seasons's demand.

On the other hand, the importations of the previous year was approximately 7 million pounds, imported mainly from the U.S. and Canada, where some industries kill around 300 thousand pigs daily, while the national producers kill 115 thousand pigs. According to the ANAPOH “This meat comes frozen and with no primary cuts, they are secondary cuts that in the United States are not consumed. They are sent to our country so we may consume them at low prices, explained Leiva.

Mr. Leiva also commented that the main problem with the imported meat is that it remains frozen for too long, which tends to facilitate contamination with all kinds of germs, plus not all the importing companies have adequate “cold chain” transport.

The (Honduras) National Animal Safety Secretary offered to provide us (ANAPOH) with a list of the people that possess adequate cold chain infrastructure, but they still have not sent it to us. Recently, the Government of Honduras has been so flexible with their sanitary regulations that anybody that imports tires can also import pork, said Leiva

Mr. Leiva, also said that fresh meat processed in Honduras has a good red color and it is usually sold fresh in the markets, while the imported meat has a white tone and is usually kept well refrigerated to prevent it from decomposing at room temperature.

III. POST CONTACT

Office of Agricultural Affairs, U.S. Embassy
Avenida Reforma 7-01, Zone 10
Guatemala, Ciudad 01010
Tel: (502) 332-4030
Fax: (502) 331-8293
email; AgGuatemala@fas.usda.gov